

Broadcasting Aug 25



In this keep-up-with-the-other-guys world of TV news, we here at Conus think it's important to remember who the other guys are trying to keep up with.

We've got some important new ideas to show you that'll keep the other guys trying. Let's talk about them at the RTNDA, Booth 857 or Outdoor Exhibit L. If the RTNDA's not in your schedule, call us at 612-642-4645 today.

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55th Year 1986

Broadcasting ■ Aug 25

Bearing down on RTNDA '86 The Bass-Taft family story Sifting through the tax bill

SIFTING DATA □ Tax bill represents different benefits and costs to different factions of Fifth Estate. **PAGE 43.**

LATE FINISHER □ GTE Spacenet is on the verge of securing lucrative satellite contracts for network satellite newsgathering operations. **PAGE 44.**

TAKING AN INTEREST □ Bass family purchases of Taft stock leads to question of what is in store for Cincinnati-based broadcaster. **PAGE 46.**

DAYTIME DRAMA □ Lilley resigns from CBS; Fuchs takes his place. **PAGE 50.**

RTNDA 86 □ Radio-Television News Directors Association set to kick off 41st conference, in Salt Lake City this week. Brokaw, Osgood and Sherr among speakers. **PAGE 58.** Network-affiliate meetings expected to be news-packed, with news cooperatives and satellite newsgathering plans leading discussion. **PAGE 64.**

FALL SCHEDULE □ PBS's new programing lineup includes eight new series, 26 specials plus 10 returning series. **PAGE 80.**

VIEWING STUDY □ National Commission on Working Women say portrayal of older women on television has improved over last 10 years. **PAGE 82.**

OLYMPIC EFFORT □ ABC's coverage of the summer Olympics helps it win lion's share of Sports Emmys. **PAGE 82.**

FOR FALL □ De Laurentiis Group producing 100 episodes of new first-run syndicated sitcom for fall 1987. **PAGE 84.**

PRESSING ON □ Meredith Corp. takes its fairness doctrine appeal to the Court of Appeals in Washington. **PAGE 88.**

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NEW HAUNT □ ABC News moves to new location in New York. **PAGE 97.**

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SPOT TALK □ RAB President Bill Stakelin expects slow growth for spot category in next 10 years. **PAGE 106.**

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man (ABC) outstanding edited sports series.

George Michael □ WRC-TV Washington (NBC) outstanding sports personality

Engineering technical supervisors team, technical directors team, senior video operators team, senior audio operators team, videotape operators, graphics, camera operators, electronic camerapersons □ 1984 Summer Olympics (ABC) outstanding technical team—remote studio

Phil Tuckett, Hank McElwee, Howard Neef, Jack Newman, Ernie Ernst, Bob Angelo, Donald Marx, Ted Manahan, Bob Smith, Art Spieller, Dan Sheridan, Dave Paul and Dave Douglas, cinematographers □ Road to the Super Bowl '85 (syndicated) outstanding technical team—film cinematographers, film editors

Team of associate directors □ 1984 Summer Olympics (ABC) outstanding associate directors

Robert Klug, Vincent Ceriale and Bill Denahy for *This is the USFL* (syndicated), Scott L. Rader for *Breeder's Cup* (Opening Segment) (NBC), Mike Kostel, Rick Reed, Roger Drake, John Servidio for *Major League Baseball: An Inside Look* (NBC), Scott L. Rader, Jeffery Wurtz for *Sportsworld Americana* (Special Olympics) (NBC), Carlo Gennarelli, Marvin Gench, Mike Siegel and their colleagues for 1984 Summer Olympics (ABC) □ Outstanding videotape editors

Wendy Vanguard, Don Venhaus, Roger Goodman □ *Sports Super Bowl XIX* (ABC) outstanding graphics designers

Dick Shaap for *Sports Features* (ABC), Joseph Valerio for *CBS Sports Sunday* (CBS), Steve Skinner for 1984 Olympics (ABC), Howard Cosell, Ed Silverman, Noubar Stone, James Roberts, Peter Bonventre, Michael Marley, Kevin Granath for *ABC Sportsbeat* (ABC) □ Outstanding sports journalism

Roone Arledge, Amy Sachs, Joel Feld, Dennis Lewin for *Race Across America* (ABC), John Wilcox, George Bell, Curt Gowdy for *American Sportsman—20th Anniversary Moment* (ABC) □ Program achievement

Roone Arledge, Carol Lohr for 1984 Special Olympics Closing "Ode to Joy" (ABC), Roone Arledge, Jonathan Lory, Amy Sachs, Theresa Mader, Al James for *Wide World of Sports 1984 Year End Show* (ABC), Marvin Bader for 1984 Summer Olympics Chief Olympic Organization Coordinator (ABC) □ Individual achievement

DEG producing 'instant' strip

Silverman and Farr to collaborate on first-run syndicated sitcom, 'Honeymoon Hotel,' starring Isabel Sanford

De Laurentiis Entertainment Group, with the creative team of Fred Silverman and Gordon Farr, will produce 100 episodes of a first-run syndicated sitcom that will debut as a strip in the fall of the 1987-88 season. DEG will achieve the "instant strip" by producing one episode per day in the manner of a network soap opera.

The show, *Honeymoon Hotel*, will star Isabel Sanford, who appeared on *The Jeffersons* for 11 years and *All in the Family* for four years before that. Each episode will feature a guest star.

As a first-run series with no previous network exposure, *Honeymoon Hotel* will be available to affiliates in the top 50 markets as well as to independents for use during access (5-8 p.m.).

To make cash sales of the series affordable, DEG executive vice president, Paul Rich, said that "incredible economies of scale" will be achieved in its production. The cost of an episode of *Honeymoon Hotel* will come to roughly \$100,000. Rich said it



Sanford

would be unfair to judge the quality of the show on the basis of its cost.

"Dollars don't equal success. We're saying the idea is correct." Rich said the show will have the look of a network prime time half-hour.

'Human Animal' a hit for NBC

NBC enjoyed another summer prime time ratings victory during the week of Aug. 11-17, with a 13.8 rating and a 26 share. CBS finished the week with a 10.6/20, and ABC with a 10.2/19. The order of finish was the same for the comparable week a year ago, when NBC won by a smaller margin with a 12.8/23, compared to a 12/22 for CBS and an 11.2/20 for ABC.

The evening news race also found NBC on top with a 9.7/21, compared to a 9.4/20 for CBS and an 8.6/19 for ABC. According to NBC, the share for *CBS Evening News* was its lowest since the 1984 Olympics. A year ago CBS won the news race with an 11.6/25 to ABC's 9.1/19 and NBC's 9/19.

David F. Poltrack, CBS vice president of research, said that CBS keeps track of evening news ratings, not shares. So he could not say whether the share was the lowest in CBS history. On two other occasions when its news had 9.4 ratings, Poltrack said, CBS had 21 shares.

NBC's ratings win was highlighted by the special series, *The Human Animal*, hosted by Phil Donahue, which averaged a 16.1/30. *The Human Animal* won its 10-11 p.m. time period every night it was on (on

Tuesday, when all three network schedules were changed by a presidential news conference, the second episode began at 10:41). The consecutive 10-11 wins for NBC were its first since the week of Sept. 15, 1980, when the mini-series *Shogun* ran during that time period.

Compared to the same week last year, HUT levels (homes using television) were down 4% at 53.2.

NBC had a Monday night win thanks to the fifth-place *NBC Monday Night Movie*, *Family Secrets* (18.6/33), and the third-ranked first part of *The Human Animal* (20.8/37). Tuesday was an ABC night on the strength of its regular series, *Who's the Boss* (15.4/29) and *Moonlighting* (17/30). Wednesday was an NBC win on the strength of its regular schedule and 13th-ranked third part of *The Human Animal* (15.1/30). Thursday belonged to NBC with a one-hour *Family Ties* episode (23/42), the week's number-one program.

On Friday, the *A-Team* (10.5/23) achieved the highest share for NBC in the 8-9 p.m. time period since March. NBC had a Saturday win with an NFL pre-season game (9.6/21), and CBS took Sunday with a sixth-ranked repeat of *Circus of the Stars* (17.7/31).

Rank	Show	Network	Rating/Share
1.	Family Ties	NBC	23.0/42
2.	Cosby Show	NBC	22.9/45
3.	Human Animal, pt. 1	NBC	20.8/37
4.	Cheers	NBC	20.3/35
5.	Family Secrets	NBC	18.6/33
6.	Circus of the Stars	CBS	17.7/31
7.	Murder, She Wrote	CBS	17.3/33
8.	Moonlighting	ABC	17.0/30
9.	Human Animal, pt. 2	NBC	16.6/31
10.	Who's the Boss	ABC	15.4/29
11.	Human Animal, pt. 4	NBC	15.3/27
12.	Miami Vice	NBC	15.1/30
13.	Human Animal, pt. 3	NBC	15.1/28
14.	60 Minutes	CBS	14.6/31
15.	Newhart	CBS	14.1/24
16.	You Again	NBC	14.1/24
17.	20/20	ABC	13.7/25
18.	Human Animal, pt. 5	NBC	13.6/27
19.	Hunter	NBC	13.5/23
20.	Highway to Heaven	NBC	13.4/26

Rank	Show	Network	Rating/Share
21.	MacGyver	ABC	13.3/23
22.	Gimme A Break	NBC	12.9/23
23.	The China Syndrome	ABC	12.8/23
24.	Kate & Allie	CBS	12.8/22
25.	Cagney & Lacey	CBS	12.3/22
26.	Spenser-For Hire	ABC	11.7/22
27.	Hotel	ABC	11.6/21
28.	Equalizer	CBS	11.2/22
29.	Scarecrow & Mrs. King	CBS	11.1/20
30.	Phobia	NBC	11.0/19
31.	Perfect Strangers	ABC	10.8/21
32.	A-Team	NBC	10.5/23
33.	Magnum, P.I.	CBS	10.5/18
34.	227	NBC	10.4/22
35.	A-Team	NBC	10.1/19
36.	Crazy Like A Fox	CBS	10.1/18
37.	Trapper John, M.D.	CBS	10.0/18
38.	Football: Dallas vs. L.A. Raiders	NBC	9.6/21
39.	Love Boat	ABC	9.6/19
40.	Mr. Sunshine	ABC	9.5/18

Rank	Show	Network	Rating/Share
41.	Monday Night Baseball	ABC	9.4/17
42.	The Ewok Adventure	ABC	9.3/19
43.	Puzzbucket/Deacon St.	ABC	9.1/18
44.	Bon Voyage, C. Brown	CBS	9.0/17
45.	Price Is Right	CBS	8.9/17
46.	Atlantic City	CBS	8.8/16
47.	Facts of Life	NBC	8.6/20
48.	Dalton: Code of Vengeance	CBS	8.1/15
49.	Simon & Simon	NBC	8.0/15
50.	S.O.B.	CBS	7.9/16
51.	Twilight Zone	CBS	7.8/17
52.	Football: Cleveland vs. Miami	ABC	7.5/16
53.	The Pirate Movie	CBS	7.2/14
54.	Rita	CBS	7.1/12
55.	Punky Brewster	NBC	6.7/14
56.	Silver Spoons	NBC	6.4/14
57.	Ripley's Believe It Or Not	ABC	5.7/11
58.	The Colbys	ABC	5.3/9
59.	Meiba	CBS	5.2/13

*Indicates premiere episode

Call Letters

Applications

Call	Sought by
Existing AM's	
KCNY	KMOB Moab Broadcasting and Television Corp., Moab, Utah
WMBG	WQSF WMBG Inc., Williamsburg, Va.
Existing FM's	
KMTG-FM	KFJB-FM Marshall Electric Co., Marshalltown, Iowa
WZXL	WNBR Westerly Broadcasting Co., Wildwood, N.J.

Grants

Call	Assigned to
New FM	
WTSL-FM	Sound Citizen Communications Corp., Hanover, N.H.
New TV's	
WNPL	Meycom Inc., Naples, Fla.
*KAZQ	Alpha-Omega Broadcasting of Albuquerque Inc., Albuquerque, N.M.
Existing AM's	
KBLX	KRE Inner City Broadcasting Corp., Berkeley, Calif.
KMMS	KFRC RKO General Inc., San Francisco
KWV	KQTE Visionary Radio Euphonics Inc., Santa Rosa, Calif.

WDVH	WMGI Sunshine Wireless Co., Gainesville, Fla.
WOOJ	WGTR Dwyer Broadcasting Inc., Lehigh Acres, Fla.
WDAK	WEIZ Solar Broadcasting Co., Columbus, Ga.
WBKZ	WEEG McAnally Communications Inc., Jefferson, Ga.
WJNT	WKKE Buchanan Broadcasting Co., Pearl, Miss.
WHHR	WHHQ Hilton Head Broadcasting Corp., Hilton Head, S.C.
KZTA	KAJR Bing Bang Inc., Yakima, Wash.

Existing FM's

KXMK	KKAF The Alpha Group, Eloy, Ariz.
KBLX-FM	KBLX Inner City Broadcasting Corp., Berkeley, Calif.
KQMD-FM	KHOT-FM Madera Broadcasting Inc., Madera, Calif.
WZKS	WAJS Adtech Communications Associates Inc., Jesup, Ga.
KBOM	KPZA Los Alamos FM Broadcasters Inc., Los Alamos, N.M.
WAYI-FM	WNIQ-FM Northway Broadcasting Inc., Glen Falls, N.Y.
WTRG	WFMA Capitol Broadcasting Corp., Rocky Mount, N.C.
WTPS-FM	WJKR JKR Broadcasting Inc., Muncy, Pa.
WHHR-FM	WHHR Hilton Head Broadcasting Corp., Hilton Head, S.C.
Existing TV's	
KFNB	KXWY-TV Casper Channel 20 Inc., Casper, Wyo.
KFNR	KRWY Rawlins Broadcasting Corp., Rawlins, Wyo.
KFNB	KFWY-TV Hi Ho Broadcasting Corp., Riverton, Wyo.

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*1982 Readership Survey showing 52
readers per copy

Summary of broadcasting as of May 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,838	170	4,958
Commercial FM	3,917	418	4,335
Educational FM	1,247	173	1,420
Total Radio	10,002	761	10,763
FM translators	789	444	1,233
Commercial VHF TV	547	23	570
Commercial UHF TV	415	222	637
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,262	273	1,535
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses